

Message Text

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PAGE 01 STATE 049005
ORIGIN COME-00

INFO OCT-01 ARA-10 ISO-00 EB-08 USIA-15 /034 R

DRAFTED BY COM/BIC/OIM/LGARGES/CS/DFH

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COM/BIC/OIM/JBLOW/CMM/BRAZIL

COM/BIC/OIM/CGENDREAU

COM/USTS/WTOLSON(DRAFT)

COM/BIC/OIM/JTDOYLE/AD/EM

STATE/ARA/BR/TSHUGART(PHONE)

STATE/EB/OCA/CM/JREILLY

STATE/ECP/LA/SRICHARDSON

USIA/MJASKIEWICZ(DRAFT)

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R 042308Z MAR 77

FM SECSTATE WASHDC

TO AMEMBASSY BRASILIA

AMCONSUL RIO DE JANEIRO

AMCONSUL SAO PAULO

UNCLAS STATE 049005

E.O. 11652: N/A

TAGS: BEXP, BR

SUBJECT: FY 1977 COUNTRY COMMERCIAL PROGRAM

REF: BRASILIA 1062

1. WCAG HIGHLY GRATIFIED THAT CCAG MEETING DECIDED ALL ELEMENTS OF THE COUNTRY TEAM, INCLUDING CONSTITUENT POSTS, SHOULD GIVE FULL SUPPORT TO ACTIVITIES OF THE TRADE CENTER TO ENSURE SUCCESSFUL START.

2. WCAG PLEASED TO NOTE CCAG BELIEVES PROCESS CONTROL IN- UNCLASSIFIED

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STRUMENTATION CAMPAIGN, HIGHLIGHTED BY SEPTEMBER TRADE CENTER EXHIBITION, SHOULD BE A SUCCESS. FOREIGN SERVICE DID EXCELLENT JOB IN QUICKLY PREPARING NEEDED MARKET RE- SEARCH ON PCI.

3. BIOMEDICAL EQUIPMENT CAMPAIGN PROCEEDING WELL AND MARKET RESEARCH'S POSITIVE FINDINGS GIVE PROMISE THIS

CAMPAIGN WILL BE VERY FRUITFUL.

4. WCAG WOULD APPRECIATE FULLER REPORT ON PROGRESS IN CAMPAIGN FIVE, AGRIBUSINESS, NEXT QUARTER, INCLUDING ACTIONS TO BE COMPLETED IN FIRST QUARTER AND NOT YET REPORTED ON BY CCAG.

5. CCAG REVIEW OF INCREASED IMPORTANCE OF COMMERCIAL BULLETIN WITH ADVENT TRADE CENTER VERY TIMELY. CONCUR THAT COMMERCIAL COUNSELOR SHOULD BE CONSULTED CLOSELY WITH RESPECT TO CONTENTS EACH ISSUE BEFORE PUBLICATION. ALSO CONCUR THAT COMMERCIAL BULLETIN SHOULD ACTIVELY PROMOTE THE TRADE CENTER AND ITS EXHIBITIONS.

6. WCAG PUZZLED BY INFO CONTAINED REFTEL ON THIRD PETRO-CHEMICAL POLE, AS U.S. FIRMS ARE VERY INTERESTED IN UP-COMING SECOND STAGE PROJECTS. WOULD APPRECIATE DILIGENT EFFORT ON SECOND STAGE PROJECTS, WITH PARTICULAR ATTENTION TO SUPPORT OF U.S. EFFORTS TO OBTAIN ENGINEERING CONTRACTS. WOULD ALSO APPRECIATE ASAP REPORT ON STATUS OF OVERALL PROJECT WITH EMPHASIS ON SECOND STAGE PLANTS.

7. CONCUR WITH CCAG RECOMMENDATION THAT DIRECT REDUCTION TECHNOLOGY CONFERENCE BE CARRIED OVER INTO FY 1978.

8. WCAG PLEASED TO NOTE CCAG PLANS DESPITE GOB RESTRICTIONS TO EMPHASIZE THE TRAVEL USA PRIORITY ACTIVITY, ESPECIALLY TRAVEL TO THE U.S. OF STUDENTS AND BUSINESSMEN. USTS ANALYSIS SUPPORTS CCAG'S VIEW AS BRAZILIAN BUSINESS UNCLASSIFIED

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TRAVEL TO THE U.S. WAS UP 14 PERCENT IN THE LAST HALF OF 1976 COMPARED WITH THE FIRST HALF OF THE YEAR (TOTAL TRAVEL WAS DOWN 21 PERCENT). IN 1976 BRAZIL WAS THE TENTH LARGEST SOURCE OF VISITORS TO THE U.S., WITH 105,424 VISITORS. USTS RECOMMENDS THAT THE PLANNED EMPHASIS SHOULD INCLUDE PROGRAMS TO PROMOTE ATTENDANCE AT CONVENTIONS AND TRADE SHOWS HELD IN THE U.S.; TO PROMOTE PRE- AND POST-CONVENTION TOURS AND TRAVEL; TO PROMOTE PRE- AND POST-TRADE SHOW TOURS AND TRAVEL; AND TO PROMOTE INCENTIVE TRAVEL.

9. TRADE CENTER STAFFING QUESTION WILL BE COVERED SEPTEL.

CHRISTOPHER

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